



www.lebanonohio.gov

**Request for Qualifications
Website Redesign
RFQ #19-1830**

CITY OF LEBANON
50 SOUTH BROADWAY
LEBANON, OH 45036



**CITY OF LEBANON, OHIO
Assistant to the City Manager**

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**Request for Qualifications (RFQ)
Website Redesign**

I. Background

The City of Lebanon (the "City") is seeking the services of an experienced website design firm to re-design, develop, implement, and provide hosting and maintenance information for the City's website. This project will involve utilizing posted information on the existing website as well as the implementation of new information, products, and features as suggested by the City and the firm selected.

The City of Lebanon has a population of just over 20,000 residents and an area of just over 12 square miles. Lebanon provides exceptional municipal services to the community including: Police, Fire, Electric, and Water & Sewer, Snow Plowing, Leaf Collection, and Street Maintenance. The City is more than your average cookie-cutter Midwest community – Lebanon has many distinguishing factors that make it a well-rounded community in which to work, live and visit.

These distinguishing factors include being the County seat of Warren County, Ohio, which is the 3rd largest growing County in the state, with one of its largest industries being tourism. The latest economic impact study conducted by the State of Ohio shows that total tourism-related spending in Warren County exceeded \$1 billion and generated \$276.3 million in wages and supports 12,244 jobs in the County. Lebanon is a major contributor to this industry. Our City serves as a major tourist attraction to visitors with offerings in our historic downtown, like the Golden Lamb Inn, the oldest operating inn in Ohio, and many unique shops and restaurants. The City also works with the Warren County Convention and Visitors Bureau to host special sporting events, such as the World Flying Disc Federation World Ultimate Club Championships held in Lebanon July 14-21, 2018. This international event hosted over 120 ultimate world teams from over 50 countries, attracting fans from all over the world.

The City offers vast recreational opportunities for its residents and visitors alike. In addition to our standard park offerings with playgrounds, shelters, trails, tennis and basketball courts, baseball/softball fields and soccer fields, the City offers the Lebanon-Countryside YMCA trail, which is an 8.2 mile trail that connects to the Little Miami Scenic Trail, Harmon Disc Golf Park, Miller Eco Park, ecological park that offers a nature playscape and wildlife viewing, the Ida Juris Bennett Dog Park, and its newest offering opened on June 2, 2018-The Premier Health Lebanon Bike Park. Lebanon is also home to the largest YMCA facility in the US, the Countryside YMCA. It is critical to offer a better user website experience to highlight our parks, their offerings, location and offer online reservation capabilities.

Lebanon offers several cultural experiences as well. The City is home to the Warren County Historical Society & Harmon Museum and Art Gallery, which offers paintings, decorative arts and historic collections from prehistoric eras to the mid-20th century. Harmon Museum & Art Gallery also includes the Warren County Historical Society Historical Research & Genealogy Library. The City is home to the Lebanon Theatre Company, providing community theatre in an intimate 108

seat theatre, which is located in the historic downtown. The Lebanon Symphony Orchestra and Chorus strives to make the concert experience relevant and entertaining to audiences of all ages, while maintaining high performance standards and integrity, with the range of concerts and events offered.

One of Lebanon's most distinguishing factors in the region is its jammed-packed calendar of annual festivals and special events. Lebanon hosts dozens of festivals, runs/walks, parades and community outreach events in the City. Festivals include: Lebanon Country Music Festival, Summer 3rd Friday events, Girls Night Out, Chocolate Walk, Independence Day Parade, Independence Day Fireworks & Celebration, Blues Festival, Red Hot Blues Run, Lebanon Healthy Living Market, Farmer's Market, Feast & Fall-y, Country Applefest, Oktoberfest, Holiday Illumination, Downtown Christmas Open House, and Horse Drawn Carriage Parade. The City is also home to many walks, runs and community outreach events held in our local parks and Countryside-YMCA trail.

The City works in a collaborative effort with the following key organizations to promote the City. Main Street Lebanon serves to improve, preserve and promote the central business district of Lebanon. The Lebanon Area Chamber of Commerce serves the business community at large to increase visibility and growth. Both organizations coordinate several of the large scale events hosted in the City annually.

With all of these offerings at hand, the new website redesign needs to offer the visitor a better experience to all the City has to offer as a "destination" as well as a local government.

The City also has a thriving business community, high-quality industrial development, and five industrial parks serving more than 50 industries that create over 3,000 jobs.

It is important to note that the City of Lebanon is currently undergoing a comprehensive rebranding with consultant Wilson Advertising. The branding rollout is slated to occur in late spring and will be incorporated into the website design.

II. Project Overview and Objectives

Project Overview

The City's existing website is **www.lebanonohio.gov**, which contains general City related information including separate pages for departments, specific events and functions. The City of Lebanon, Ohio is committed to building a premiere website that is designed upon the ease of use from the view point of our citizens and with an added focus of visitors as well. The City is interested in an innovative design that aids website visitors who generally know what information they need or service they want to secure. The site shall also equally facilitate usage by visitors who may not understand how to find that information or service within the governmental organizations, and for those individuals who visit www.lebanonohio.gov in search of a destination experience.

In addition, it is the City's intention to expand the current usefulness of the website, and future needs and functionality should be demonstrated in the proposal. The City is committed to being available to provide information and support to respondents and will be actively involved in providing information and support throughout the re-design process. **The selected firm must have substantial experience in website design, development, implementation and maintenance.**

Website Objectives

The goal of the City's website is to provide simple electronic access to public services, serve as a public communications tool, reduce transaction costs for the City and citizens, and to streamline business operations. The current site structure and design was developed eight+ years ago and requires significant redesign to take advantage of new design elements and growing demand for electronic services.

Specifically, the City would like the redesigned site to support e-government transactions such as on-line tax filing, on-line permits, on-line forms and applications, on-line payments, and a variety of other activities. The redesigned site should incorporate the City's new branding, promoting the City with a friendly and professional feel. It will be the calling card for first time exposure to the City of Lebanon.

The City's website should provide easy access to City services, be adaptable to current and changing technology, provide content management capability for City Staff and be used as a public communications tool.

The website shall meet the following criteria:

- Visually appealing – The site must have an attractive mix of text, photos, video and graphics.
- Provide easy electronic access to public information for use by the target audience that includes new information and content organization that enhances usability, navigation and search capability (concise information that is simple to understand and easy to navigate).
- All necessary security certificates should be provided by the website firm, in addition to web hosting and maintenance service options.
- Easily updated and managed by multiple departments with a content management system (CMS).
- Compatibility with multiple browsers including, but not limited to: Internet Explorer, Edge, Chrome, Mozilla Firefox, Safari.
- Compliant with 508/ADA requirements.
- Compatibility with various platforms, i.e. desktop, smart phones, and tablets.
- Provide the public with an alternative means of communicating with City Officials and Staff.
- Enhance delivery and awareness of public services and facilitate a clearly accessible process for public inquiry.
- Common Theme/Consistent Design. Each section of the site should have a common look/theme. The City logo should be on every page as well as a common header, incorporating the City's new brand. All font types and basic layout should be used throughout the site.
- Provide 24-hour City services, and the ability to conduct secure financial transactions online.
- Expanded e-gov, such as on-line tax filing, permits, forms, and applications.

III. General Enhancements and Features

- a. Re-create and greatly enhance the City's existing website to be resourceful, informative, and serve as a marketing asset that provides a citizen/business/visitor friendly environment which emphasizes access to City services, departments and business opportunities.
- b. Develop a highly beneficial, cost-effective, easy-to-navigate, interactive, and architecturally sound website that is flexible enough to support the City's Internet presence for a minimum of 5-7 years.
- c. The City's required website model calls for authorized City staff to have some ability to perform routine content management related to routine information such as the posting of meeting dates, agendas, minutes, departmental events, removing old and outdated content, etc. Staff webmasters should have more comprehensive ability to provide quality control and the ability to update non-routine information. Therefore, a system needs to be structured for maintenance and updating capabilities by non-technical staff. The City is interested in a content management process and is open to ideas on how best to accomplish this aspect of the website.
- d. Create a consistent and standardized format and enhanced graphical look for all pages, thereby establishing a unified theme throughout the City's website. However, the established theme should also provide the flexibility to allow for different City functions and some level of individuality and/or functionality between City functions and departments.
- e. For ease of use, the City's website must provide consistent orientation and navigational aids, such as hierarchical menus that tell users how deep they are into a topic or subtopic as well as a homepage link or icon on each page in the same position.
- f. The City anticipates future expansion of its e-government use, and the re-design should facilitate future capability of online transactions such as permit fee payments, registrations, secure credit card payments, utility billing payments, online tax filing, building permit applications, employment applications, and GIS functions.
- g. Allow for interactivity. Include e-mail response, surveys, feedback, forms, online payments, and access to a City calendar. The design must incorporate the ability for users to complete interactive on-line forms for such tasks as employment, special event, park usage and building permit applications. Further, feedback and/or request forms which relay information to staff and optionally send email to the customer.
- h. Graphic files should be relative to site. Design with simplicity to allow for quickest loading to ensure each webpage can be accessed timely.
- i. All documents, including maps and tables, should be in HTML, PDF, or in a format approved by the City to provide ease of viewing, printing, and downloading, and in alternate ADA acceptable download formats.
- j. Allow for search capabilities. Use existing search engines and/or create City database within home site. Robust search engine with advanced / customizable search capabilities.

- k. Metrics tracker should be included.
- l. Form Printing. For any forms that will be available for printing, website must have links or embedded plug-ins such as Java and Adobe for opening and viewing these documents.
- m. Streaming and archived video –integration of **thelebanonchannel.viebit.com** into the new site.
- n. Integrate or develop a tool for hosting frequently asked questions (FAQ).
- o. Train technical staff in the maintenance and support of the new website.
- p. Develop accurate documentation for both the department user base and technical support staff that is both comprehensive and easily understood.

NOTE: Although the City has some specific requirements, we are also interested in your ideas for content, and more specifically, your approach in re-designing the style of the City's website. We encourage respondents to consider and propose alternative solutions, recommendations and improvements.

IV. Other Requirements

- a. All information provided on the current website must be included in the proposal.
- b. Cross-reference information should be hyperlinked from page to page within the website with the Home Page link always visible.
- c. This RFQ provides an tentative schedule for the project; but the proposal should include a practical and comprehensive timeline for each phase of the website redesign, including:
 - Individual meetings with City staff to cover all features to be incorporated into new website redesign
 - Development
 - Presentation
 - Implementation
 - Training
- d. Graphic files should be relative to the site and provide for quickest loading.
- e. The site must be designed for continuous operation 24 hours a day, 7 days a week with exception for times of scheduled maintenance.
- f. Capability to maintain an archive of existing and past records such as agendas, minutes, press releases, newsletters, etc.
- g. The proposal should include basic training for a minimum of 20 employees, training plan and timeline for same.

V. Start and Completion of Work

The tentative schedule for this project/process is as follows:

| | |
|---|-----------------------|
| Proposals Due: | February 11, 2019 |
| Selection of Top Five Firms: | February 19, 2019 |
| Phone Interviews of Top Five Firms: | Feb. 21- Mar. 1, 2019 |
| In-person presentations of Top Three Firms: | March 6-13, 2019 |
| Final Selection: | March 15, 2019 |
| Agreement Approved: | April 9, 2019 |
| Website Development: | April-July 2019 |
| Training: | July-August 2019 |
| Go Live: | August-September 2019 |

VI. Services Required After Selection

- a. The selected firm's representative(s) may be required to attend a public meeting(s) during the approval process, and provide presentations of any prepared website information during the development process.
- b. The selected firm's representative(s) will be required to meet regularly with the City's project manager and/or representatives to discuss and plan the project and provide progress reports as needed.
- c. In conjunction with performance under the approved agreement, the website firm may be required to attend additional progress meetings.
- d. The selected firm must work directly with the departments and website project manager to deal with the specific needs of the department. The successful respondent will be required to meet the representatives from each department to determine a final list of information to be presented and agree on a final layout for those department's web pages.
- e. Initial draft website design templates and site maps will be provided to the City for review prior to implementation.
- f. A testing period and subsequent acceptance testing period, either period not to exceed 15 business days, shall be provided, during which the City may evaluate the website on City property to ensure satisfaction with the website functions and conformance with the RFQ. At the completion of each testing period, a confirmation of acceptance or failure will be provided to the firm selected. Items requiring correction at either testing period must be corrected within 15 calendar days by the firm selected.

VII. Requested Information and Proposal Format

To properly assess each Respondent's qualifications for this project, the City requests that each Respondent respond with the following information in the order that it is presented below. **Responses must be limited to the experience of the branch office and/or individuals that will have direct responsibility for the execution of the Project.**

A. Cover Letter and Personnel

1. Cover letter with name, address, phone number, and email address of the contact person; identify the capacity this person has to develop and manage a website redesign.
2. Identify the project manager and the personnel to be assigned to this project, including names, address, current phone numbers, and email addresses. Please include brief resumes for all team members, identify how many years this team has worked together, and a list of projects this team has completed or is currently working on.
3. Identify all sub-consultants and their role with this project, including names, addresses, current phone numbers, and email addresses, and include a brief resume of related experience, how long the sub-consultant has worked with the submitting consultant, and how many projects the sub-consultant has completed, or is currently working on with the submitting consultant.

B. Relevant Experience & Proposal Format

1. Enclose a section on relevant website development experience and information on the extent of your firm's abilities to meet the needs of this project. Include any background on your experience in website design, especially for cities, public agencies and destinations.
2. Provide a list of at least three (3) comparable websites, including municipalities, governmental agencies, and destinations designed by your firm. Include the website address, company/agency contact person, address, telephone number, and hard copies of the Home Pages. These companies/agencies may be contacted for references.
3. Preference shall be given to firms that have a local presence and knowledge of the Cincinnati/Dayton corridor and the City of Lebanon.
4. A narrative that presents the service the firm would provide detailing the approach, methodology and deliverables and client meetings.
5. Description of overall knowledge of the City of Lebanon.
6. A timeline for the preparation and implementation of the redesign process.
7. The proposal should include necessary software and hardware, any additional communication requirements, integration needs and potential costs necessary to host and maintain the website (i.e. hardware, software, installation, licensing, training, etc.) .

8. Proposal should be all encompassing, with a single vendor identified as the “responsible lead vendor.” Please indicate any needed subcontracted services required to meet the needs of the proposal or clearly indicate what portion of the services are not included as part of your proposal.
9. The proposal should include an estimated summary timeline for completion of each phase of the project. This should be as realistic as possible since this will be part of the contractual agreement.
10. A detailed work plan describing your approach to designing, managing and coordinating this project. The description should include all tasks listed in the scope of work for all phases of the project and a tentative schedule.
11. Collection of information. Please state how you intend to gather all the required information, format preferred, and assistance expected from the City in order to complete this project.

VIII. Selection Criteria

The criteria that the City will use to evaluate the RFQ's include the following:

1. The completeness of the submittal.
2. Demonstrated competence and professional qualifications necessary for successfully performing the work required by the City as stated in the RFQ.
3. Recent experience in successfully performing similar services, and the backgrounds and experience of the specific individuals to be assigned to this project.
4. Relevant website development experience for community, municipalities and destination websites.
5. The degree to which the consultant illustrates its understanding of The City of Lebanon and the importance of designing a website that provides the citizens, business and destination visitor with an excellent website experience.
6. The quality of example materials.
7. Overall fit with the City of Lebanon's website goals and efforts.
8. Ability of the Firm in terms of workload and availability of qualified personnel, equipment, and facilities to perform the required professional services competently and expeditiously.
9. Past performance of the Firm as reflected by the evaluation of previous clients with respect to such factors as, quality of work, dispute resolution, administration of subcontractors, and meeting deadlines and the past performance of the Firm.

10. Other qualifications that are consistent with the scope and needs of the Project including, but not limited to, knowledge of the local area, working relationships with local professionals, and the general response to the scope of work review.

IX. Email of Interest

All Consultant Firms interested in receiving any future notices related to the RFQ should email Karen Graves, Assistant to the City Manager at kgraves@lebanonohio.gov. The email should contain the Firm's name, contact person, mailing address, phone number and email address. The purpose of the Email of Interest is to provide the City with a contact person to receive future notices related to this RFQ.

X. Selection Process

All statements submitted in response to the RFQ will be reviewed and evaluated based on the information contained in the responses, an investigation of the consultant's past projects and performance, and other pertinent factors.

In addition, the City will form an Evaluation Committee and reserves the right to request additional information as deemed necessary and appropriate. A recommendation will be made to City Council for the selection of the Website Redesign Consultant with whom the City will enter into a Professional Services Agreement. Proof of financial soundness and summary of professional liability insurance coverage will be required of the firm prior to final selection. The City intends to commence work in mid to late spring 2019.

XI. Submission Format

The Evaluation Committee, at its sole discretion, shall have the right to seek clarifications from each of the Respondents in order to fully understand the nature of the submissions and evaluate and rank the Respondents.

A Respondent shall be considered responsive if the submittal responds to all material aspects and contains no irregularities or deviations from the RFQ. Each Respondent that is rejected as nonresponsive will be notified of the finding that it was nonresponsive and the reasons for the finding in writing.

XII. Submittals

Interested consultants should submit five (4) bound originals, (1) unbound original and one (1) electronic PDF version of the qualifications **by 2:00 PM, February 11, 2019**. Incomplete and/or late submittals will not be accepted. Submittal should be delivered to:

**RFQ # 19-1830
City of Lebanon, Ohio
c/o Diana Lakes, Contract Administrator
50 South Broadway
Lebanon, OH 45036**